



BOARD OF DIRECTORS MEETING
Tuesday February 26, 2019
Wasatch Brew Pub, 2nd Floor Mtg Room
8:30am - 10:00am

Mission statement:

To promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City and the community, while informing and building consensus among property owners, merchants and governmental agencies.

HPCA Regular Meeting

- I. Roll Call *8:30am*
- II. Minutes from December 18, 2018 *8:35am*
- III. Public Input (Any matter of business not scheduled on agenda) *8:40am*
- IV. Board & Officer Needs *8:45am*
 - Lori Harris – Treasurer is beginning to transition to becoming a part time resident and we want to wish her best of luck on a new set of adventures
 - Need to identify a new Treasurer by next meeting please submit interest to Michael, John Kenworthy, or Rhonda; Treasurer needs to be consistently available for invoice and budget reviews and check signing
 - Lori Harris would like to nominate Ashley Williams her Store Manager and business partner to complete the remainder of her term subject to approval by the board; call for nominations and vote
- V. Sundance Debrief (Jenny Diersen, Kenzie Coulson, Jon Weidenhammer) *8:55am*
 - Preliminary Economic Impact / Financials – Business Owners to City Staff
 - Positive Implementation – Hourly Parking after first weekend, Employee Parking & Trans, Load Out Restrictions
 - Expressed Concerns – First weekend neighborhood congestion and press, Timing and Communication on 4th and 5th Street Re-routes , Perceived and real barriers to access to Historic District
 - Trash Issues – Shared Containers / Brew Pub Lot
 - Preliminary Numbers on fees from CSL licensees
- VI. Upcoming Event Reminders and Updates (Jenny Diersen) *9:25am*
- VII. Marketing & Mapping Updates (Meisha Ross) *9:40am*
 - Paper & Digital Map refresh in the works
 - Digital Mapping Preview. Opportunities to customize. The goal is to streamline the search process for patrons so they are able to find products and services easier and faster.
- VIII. Construction Updates *9:40am*
 - Star Hotel
 - Other
- IX. Adjourn Regular Meeting *10:00am*

Future Meetings

Note: This future meeting schedule is TENTATIVE and subject to change. Next Meeting March 19, 2019

Pending Discussion Items:

- Goal Setting for 2019 HPCA Activation and Operations
- Revisit Brew Pub Improvements, Priorities & Funding for Main Street Improvements
- Future Olympic Bid updates?

WRITTEN UPDATE SECTION

Sundance Debrief

Economic Impact – We will take a few minutes at the beginning of our Sundance Debrief segment of the agenda for board members and business owners to share the economic experience of their businesses during the 2019 Sundance Film Festival. We will be curious to hear how your businesses fared in comparison to the last couple years and whether you believe any of the operational changes had economic impact positive or negative. We want to hear during this segment from anyone who is willing to share at least summary details of their financials and the trends they are experiencing.

Operational Observations and Feedback

- Positive Implementation – Pre-festival Engagement and Communication, Hourly Parking after first weekend, Employee Parking & Transportation, Load Out Restrictions, Minimized festival footprint in public spaces and streets
- Expressed Concerns – First weekend neighborhood congestion and press, Flexibility and Public Relations from public safety personnel, Timing and Communication on 4th and 5th Street Re-routes, Perceived and real barriers to access to Historic District (Parking, Cost of goods and services, empty storefront syndrome), Trash Management and coordination with snow removal

Construction Updates – Star Hotel Deconstruction and Reconstruction

Several members have asked about the status of this project. We felt an update was warranted as this project will definitely make an impression on visitors to the district as well as having infrastructure and circulation implications during and post construction. Below are the latest updates from City Planning:

Project Scope:

The latest proposal (plans received December 19, 2018), includes the reconstruction of the building in its entirety with a modest addition in the rear only. The reason for the full reconstruction is to reduce their parking requirement (new addition is the only portion that has to pay into parking).

The structure will appear on the side(s) and front elevations as it did in the historic period (1889 for original structure, 1920 for Star Hotel front). Below is a rendering of the reconstructed Main Street façade with a historic photograph for reference. The rendering shows windows that were found in other historic photographs and are located behind the open porches in the photograph below.

The current building will be deconstructed. The exterior stonework material will be preserved and reapplied to the new structure during reconstruction. The same process will occur with the chimney bricks depending on the condition of each brick.

The HPB will be reviewing the latest reconstruction proposal hopefully in March. Staff is supportive of this project as this is a full reconstruction of the Historic building and previous proposals were only the partial reconstruction (or complete demolition). After the HPB reviews the full deconstruction, the final design approval is a staff level approval.



There is an extensive Construction Management Plan (CMP) for this project. However, exact timing of work, requested road closures, use of a crane and associated permits, parking plans, etc. are all yet to be fully specified. We will have an update from Staff on this project as well as highlighting proper channels for input on mitigating impacts.

HPCA has already forwarded a number of requests / recommendations regarding Construction Parking, Waste Management, Deliveries, Road Closures, potential Crane operations, Pedestrian Safety, and outward presentation of the project. Staff will be present to hear additional questions, input, or concerns.

1. A Parking Plan should be required. Except for temporary supply vehicles and deliveries; contractor vehicles should be required to park off site and shuttle to the project with coordination with the district on location of off-site parking.
2. HPCA supports strict enforcement of delivery schedules outlined in the CMP; high volume deliveries should be scheduled as early in the day as permissible by code with materials staged on site for the amount of work that can be completed that day.
3. Use of a crane should be restricted to within the project footprint and a clear protected pedestrian path routed around the project.
4. Demolition and Construction Waste should be collected on site and removed regularly to keep the site presentable and ensure that district shared containers are not impacted.
5. Adequate toilets should be provided and should not be placed on public right of way.
6. Any requested road closures should be coordinated with HPCA for timing and communication and should not be permitted Friday-Sunday.

Marketing Updates

Meisha Lawson-Ross will report on ongoing marketing metrics as we continue our goals for continuous improvement in exposure and understanding of our business district. We will also preview some changes to the digital mapping tools available to visitors to our website aimed at providing easy and intuitive access to finding the types of good and services our patrons are seeking. Meisha will also briefly discuss opportunities for you to work with her to customize how your business is described and presented.

Below is a reminder of upcoming PC Chamber Events – Especially want to highlight the upcoming Women Rock Business Event as we have so many women owned and managed businesses in our district.

UPCOMING EVENTS

February 26
[Lunch & Learn: Better Your Business with ReferenceUSA](#)

March 5
[March Business After Hours Mixer with Image Reborn Foundation](#)

March 6
[Chamber 101 & New Member Luncheon](#)

March 19
[Member Showcase](#)

March 26
[Women Rock Business Launch Event](#)

May 30
[Wasatch Back Economic Summit](#)

WWW.HISTORICPARKCITYUTAH.COM

- Website Traffic metrics
- Social Media
- Spring 2018 Marketing & Communications Plan

2018-19 Planning

Will you participate in Historic Park City marketing planning? Agenda preview for next Marketing Committee Meeting.

Do you have news you'd like to share?

Historic Park City seeks to support your efforts in sharing your news and events. Please include Meisha Ross, info@meishalawson.com on your press announcements.



BOARD OF DIRECTORS MEETING
Tuesday, December 18th, 2018
Wasatch Brew Pub, 2nd Floor Meeting Room
8:30am - 10:00am

In Attendance:

Michael Barille, John Kenworthy, Rhonda Sideris, Puggy Holmgren, Ed Shaul, Mike Sweeney, Susan Meyer, Shirin Spangenberg, Cristina Aguirre, Meredith Risley, Colby Larsen

Absent: Greg Ottoson, Lori Harris, Scott Thompson, Emerson Olivera

Other Present:

Lisa Phinney, Meisha Lawson, Caiden Mumm, Bob Koller, Jonathan Weidenhammer, Myles Rademan, Lynn Ware Peek, Mary Ann Cirullo, Hannah Tyler, Johnny Wasden, Michelle McDonald,

Minutes – Rhonda/Mike S

III. Public Input (Any matter of business not scheduled on agenda) 8:40am

Public Input - None

IV. Trash and Recycling Recommended Fee Updates and Contracts 8:50am
See attachment summary

Michael discussed the recommended approval of Republic Services contract.

- Increased based on increase in pickups. We are running a deficit of about \$5K-\$6K that we are paying down but would like to keep up with cost of service as well.
- Mike S., Ken Davis & Puggy are committee members for T&R.
- Ken provided background; when trash was first taken over from The City, the HPCA was able to reduce the service and brought down expenses. As a result of lower expenses, we developed a surplus. Over time, costs increased, more trash, more businesses, etc. There were a number of years we had no increase. Republic has been sitting on a deficit of about \$2k-\$3K per year. We are now in a position that we have to raise expenses. Recommendation was 4%.
- Michael added that we have one year left on the contract, renewal next Nov. We can put out an RFP at that time.
- Mike Sweeney let the board know that his contractor increased 200%. Based on what he is paying which is significantly higher, a 4% increase is good.
- Michael asked for a motion for an increase; Rhonda made a a motion, Susan & Mike seconded the motion. Approved

Michael discussed the proposed approval of a new contract extension for Good Earth Recycling to continue to provide recycling pick up service on Main Street.

Feedback on services requested. Michael started with T&R Committee.

- Ken said Mike has been more involved and he appropriately covered the efforts summarized.
- Mike S. said based on his experience with recycling on the street, where it started out, and having Joe Kernan who started the recycling program, Mike was able to convince Council to store the trash on Homestake Rd. until the City bought it. Dave Zinn had to subsequently pick up the staging and fuel costs.

- When The City took over the Homestake space, Mike & Dave found another location which is farther out adding to costs.
- Mike believes the HPCA has worked in good faith with Good Earth. Mike's feeling is that we have an obligation to continue the relationship.
- Michael added that it is absolutely a service we want to provide.
- Rhonda said they are switching to Good Earth due to other providers not accepting plastic.
- Colby added that what he likes a lot about it is the sense of community on the street when the pickup occurs.
- Mary Anne said there is something to be said for knowledge of the area.
- Liza asked why The City would require us to put out an RFP? Michael stated that we manage the contract on behalf of The City. Jonathan said that he would follow up with Mark for more clarification.
- Liza added that if we did need to issue an RFP we need to offer a short term contract for Good Earth; Dave has staffed for the winter, budgeted for the winter and it would be incredibly unfair.
- Mike asked for a motion.
- Mike made a motion; Ed seconded a motion for a 6-month extension for Good Earth.
 - Michael clarified that if we have to go out to RFP, we would extend for 6 months
 - Michael asked for a motion again.
 - Shirin abstained from voting due to conflict.

V. Marketing Updates (Meisha Ross)

9:15am

- Holiday marketing campaign ended Dec. 15th. This year PC Municipal helped us by communicating the promotion on the app.
- We had over 1300 redemptions and having it at the POS added a surprise factor.
- Shirin said that it was a bit confusing. Did you have to download the app? Meisha said yes and the other thing was entering the code was a bit confusing but we made big strides compared to the spring effort, which had about 80 redemptions
- Rhonda asked now that the app has been downloaded on 1300 devices, is there an opportunity to text them for the next time to drive people to Main St.
- Johnny said they have a new person on board and he loves that idea and will take it to her.
- Meredith asked about the vouchers. Meisha said different businesses had the option to give out vouchers. Meisha said the goal would be to use it as a bounce back unless you know who's coming, like the Pharaohs, for example.
- Meredith asked if you had to download the app for the vouchers? No. A few stated that it did not work.
- Susan asked if there is an idea, on an annual basis, how many people annually have actually used it? Meisha said we've changed the way we redeemed them over the years.
- Meisha said about 1000 per year. Susan said she would guess that most of those people are probably business owners and employees. She would recommend pushing "FREE" free China Bridge during the day, etc.
- Michael agreed that we definitely need to push free China Bridge and can do both.
- Cristina added that the \$1 per hour was huge for the Egyptian Theatre.
- Colby added that in line with what Susan said, employees are definitely taking advantage of the free parking. Is there a way to tell employees they are restricted?
- Michael said that during those slow season, any activity on the street brings some vibrancy to the street.
- Shirin is requesting getting the Parking Committee Meeting going within a month.

- Mary Anne said the comment about employees using up the free parking, isn't right. Singling out the employees supporting the businesses is discriminatory and wrong. Meisha said we did come around to that point.
- Puggy asked about validation. Meisha said that's the program we were able to use during the holiday season, for Main St. Meters only, and it is tricky because you have to pay prior to your visit.
- Meisha switched out the Window Contest with the 12 Days Promotion. Redemption may have been low but Meisha felt that this type of promotion is a great way to communicate who we are to consumers.
- Cristina had a hard time finding the promotion. She had to dig when she was on the website. Meisha said it was published daily on social channels. It should've been on the website header.
- Michael asked Meisha explain it to anyone that may have not been familiar.
- Meisha said that she highlighted things like Food Tours or events that on the street; businesses donated gift certificates or 2 for 1 tickets, etc.
- Rhonda asked if all businesses were involved? Yes. She hasn't been receiving emails. Lisa confirmed Rhonda's email on Mail Chimp.
- Shirin discussed the Witch Event at Gardner Village and would love to see something like that happen here for the holidays.
- Meisha said there were 28 floats registered but with the snow, 13 showed up but did a great job. The floats get better and better each year. Floats did a better job maintaining their speed. Meisha thanked The City for their help.
- Shirin provided feedback; she was asked what were requirements to win? Maybe next year we provide that. Michael said participation is the goal! Shirin went to eat after and the business wasn't aware of why they were so busy. Communication is important.
- Meisha said an interesting statistic from Google Ads was that 90% of people were searching for events. She would like to wrap a bow around that and use it to market promotions. Michael added we should definitely unpack this more during a subcommittee meeting.
- Susan added that she has found when she has a special event, create a logo for that event to use annually. Maybe we created a logo for Electric Parade for example, businesses could send it out and brand it.
- Facebook impressions for Nov 17 – Dec 14 was 306,000 which is great. 18% increase in website visits.
- Meisha asked for names for Marketing Committee members. Meisha would love to get together 2-3 times between Feb. and March. Rest Tax application is due at the end of March, then again after grants are awarded.
- Ed, Puggy, Susan, Meredith, Shirin all would like to join the marketing committee.
- Puggy provided feedback on Miner's Park. It's very visited and well done.

VI. Event Updates (Events and Transportation Staff)

9:20am

Michael introduced Blake to discuss transportation.

- Johnny is officially the new parking manager.
- Blake explained the restructuring of the transit department. They brought on a transit manager, Barbara Murdock.
- One of the good things they are doing is, while they still have the Homestake lot, is the Ecker Hill Park & Ride.
- The Ecker Hill Park & Ride has 10-minute frequency with the Pink or Lime. Pink goes to Canyons, Lime goes to Park City Mountain.

- If you want to come into town, you take either to Kimball Transit center and take the Express Bus.
- Shirin asked how full is the Homestake lot? Blake said it could be fuller. They do provide a ride home from 3am-4am with the Guaranteed Ride Share program. Ecker Hill system goes until midnight; both busses stop at Kimball.
- Blake tested the system from Ecker and got to the resort in 26 minutes. Transit can actually use the shoulders now and signal priority.
- The Homestake lot has actual data recording devices to they can follow comments and feedback appropriately.
- Blake said they have new maps and passed those out. The whole system is on the first page and individual routes are on individual pages.
- Cristina asked about the Homestake lot. Are we losing parking during Sundance. Blake said no. The commitment is for Main St. employees. With that, please tell employees to use it so we have a leg to stand on.
- The bus will run from 8am to 3am during Sundance and World Cup. Jenny added that based on feedback from Main St. we added the 8am start.
- Shirin loves the new map.
- Mary Anne asked if there was a limit on Guaranteed Ride? Blake said they are changing that. If they take the bus in, they can take the GR program home.
- Michael provided great feedback on the bullet point "I want to get to my job on Main St."
- Michael complimented Barbara on her knowledge and welcomed her.
- Kenzie is now Transit Quality Control.

Jenny –

- For Sundance, head's up Lyft has proposed to have a new drop and load on 9th St. through the entire festival; just in the round about.
- Bob Wells Plaza will be festival plaza and load is in Jan.18th.
- Main thing to note is that based on feedback, Thursday – Mon \$40 flat rate, Tuesday - \$5 per hour.
- Please sign up for the text alert for events. Text PCEVENTs to 888777. It's the best way to get info on emergency info and traffic during events.
- Jenny asked for questions.
- Michael asked if Jenny and Meisha could get together to push out info on transportation, pass options, etc.
- Cristina asked if Marsac would be available with Hang Tag? Gateway and N. Marsac with be allowed with Blue Permits; Part of the Marsac is used for City Services.
- Meredith asked 9:54
- Johnny said
- Rhonda asked if Sandridge needs a hang tag? No, but need to be registered as carpool.
- Jenny said Sandridge fills quickly in the morning. Residents will continue to park there. There is one way for guaranteed parking and those are \$550 permits. Blue Permits are not guaranteed.
- Merchants will also be able to stage at those location. Andrew and Johnny have enforcement teams in place.
- Lynn Ware Peek asked how do merchants prove there are merchants? Kane Security will be enforcement; the point is to run an item into a business so they will know who is taking advantage and who is not.

- Andrew Leatham discussed the resources they can bring to businesses. There is a Community Outreach officer, Officer Libertini. Officers are also broken up into teams to communicate and address problems on Main Street.
- See Something Say Something – the point is that there will be extra police on the street for events but nobody knows the street and businesses like you do. You have better knowledge of what things should or shouldn't look like.
- See Something Say Something mantra was born out of 9/11 and is sort of getting lost. The message to bring home to employee is that we are far more likely to have an active shooter situation than an active international terrorist attack.
- There was a study that said in all of the active shooter situations, someone had information that may have helped prevent it but people didn't want to get involved.
- There is Active Shooter Training with the PCPD. There is See Something Say Something Training. They are at Marsac today at 1pm to do a training, you are welcome to attend.
- The partnership is important with PCPC and businesses. It would be great to provide employees what to look for.
- Examples; Sundance. With terrorist attacks, there is always planning, phase, a surveillance phase – someone taking photos of exit signs, doorways, etc.
- Bomb threats are called in to see the emergency response.
- While a bomb threat can be a hoax, it's important to look around to see if there is anything out of the ordinary.
- You'll see a regular police presence and Utah Highway Patrol presence during the first and second week of Sundance.
- Rhonda asked if they could come talk to the Lodging Association.
- 8 Signs of terrorism link, Run, Hide & Fight
- Meredith said they did a training and it was extremely helpful.
- Lynn added that police presence will be more consistent, ie, you won't get a ticket from a Draper police officer, for example.

VIII. Adjourn Regular Meeting

10:10am

Future Meetings

Note: This future meeting schedule is TENTATIVE and subject to change

Next Meeting February 19th, 2019

Note: No January meeting

Parking and Transportation

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1. Winter Parking/Transportation – Transportation Team will provide updates/answer questions on new routes and options for Winter. They will also pass out our new Park City Transit Guides. Helpful Links for HPCA members:

- [Parking FAQs and Rates](#)
- [Parking & Carpool Permits](#)
- [Winter Transit](#)

Public Safety

2. See Something Say Something Training (PCPD) <https://www.dhs.gov/see-something-say-something>